

RESEARCH NOTES



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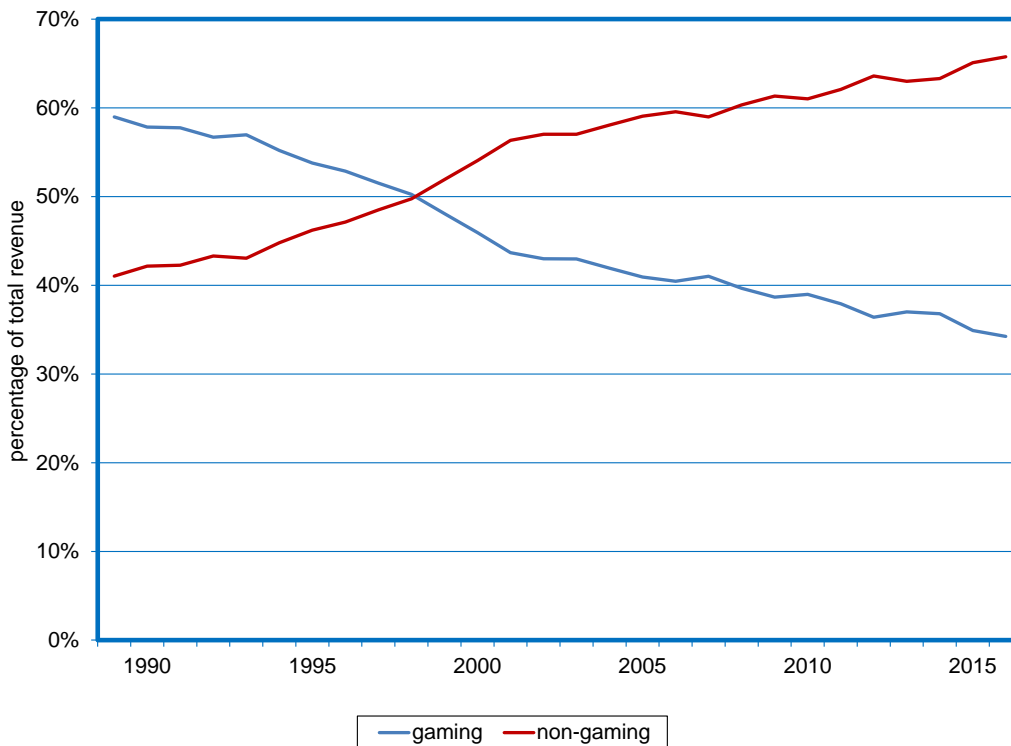
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Gaming vs. Non-Gaming Revenue: Las Vegas Strip
Marianne Segurson, Economist

Note: 2017:110
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Las Vegas Strip Gaming-Related Revenue Continues Declining as a Percentage of Total Revenue



- The Las Vegas Strip has seen a shift throughout the years with gaming-related revenue dropping, as a percentage of total revenue. In comparison, revenues from non-gaming sources have soared.
- Specifically, gaming revenue represents just one-third of total revenue, as of 2016. That compares to nearly 60% as recently as 25 years ago. All told, gaming revenue totaled \$5.9 billion last year. This compares to total revenue of \$17.1 billion.
- As the industry has diversified, and retail establishments, restaurants, and high-end entertainment have expanded, non-gaming revenue, at \$11.3 billion, now represents about two-thirds of total revenue on the Las Vegas Strip.